

TOWN *and* FARM

A MONTHLY PUBLICATION OF THE MANITOBA POWER COMMISSION,
602 CANADA BUILDING, WINNIPEG, MANITOBA

September, 1952

HOW ELECTRICITY IS MEASURED . . .

The electricity you use each month is measured in kilowatt hours. A kilowatt hour is a unit of measurement for electricity just as a gallon is the unit of measurement for milk, water or gasoline.

A kilowatt is 1,000 watts. Therefore, a kilowatt hour is the use of 1,000 watts (one kilowatt) for a period of one hour. For instance, a 100 watt bulb burning for ten hours would use one kilowatt hour of electricity.

It is interesting to note that a kilowatt hour is equal to the combined muscle power of 13 people working for one hour or 13 man hours. The average farm served by Your Hydro uses 240 kilowatt hours of electricity each month or a total of 3,120 man hours. If you paid for these man hours of labor at only fifty cents per hour, imagine what your monthly bill would be! It would cost you over \$1,560.00. Yet, on Your Hydro's rate, this same amount of electricity would cost you only \$6.21 net. Yes, your best hired hand is electricity. Make good use of it — it is the cheapest labor available today!

FAITHFUL SERVANTS, INDEED . . .

Occasionally, customers write to tell us of electric light bulbs that have been in their possession for a good number of years and which are still giving good service.

Mr. C. MacIntosh, of Second Street, Brandon, reports that there is a light bulb in his verandah which was placed there when the house was built in 1922. Today in 1952, the bulb still welcomes visitors to his home.

Mr. H. Findlay, of Percy Street, Brandon, has a bulb that is even older. The bulb was

placed in his dining room when the house was wired in 1914. It is one of the old-fashioned type with the long neck.

Certainly these two bulbs have established a record of outstanding service. We would like to hear from anyone with bulbs in continuous service for longer periods.

"SEE BETTER . . . LEARN BETTER"

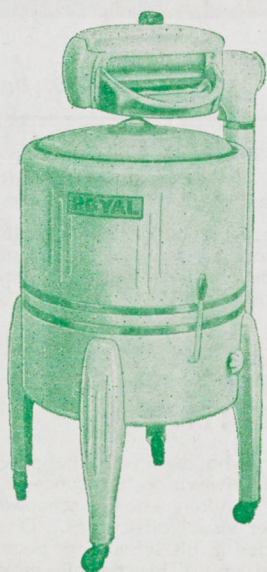
Optometrists, who deal with the prevention and cure of defective vision, are concerned with the number of children who do schoolwork or homework under visual difficulties. One child in five is retarded in his schoolwork because of trouble with vision. This trouble may arise from defective vision or/and improper lighting conditions at school or at home.

September 8-13 has been set aside by the Canadian Association of Optometrists as "See Better—Learn Better" week in the hope that parents and teachers will pay more attention to the vital matter of school children's vision. The Manitoba Optometric Society is co-operating with the national association in this public service effort.

Do your children squint and strain their eyes in poor light? Is the school in your district poorly lit? Don't leave it to "somebody else" to correct these faults — it is up to you!

At home, there should be good over-all lighting in a room, with extra light at surfaces which are used for writing, reading or other close work.

Check your lighting situation now, before dark winter evenings arrive. Remember, electric light is plentiful and inexpensive — your child's eyesight is priceless! Your Hydro has tri-lights which supply a good intensity of light at most reasonable prices. Get one now!



BRANDON

Be Proud of Your Washing . . .

USE A ROYAL WASHER

There is no trick to getting a gleaming-white wash every time when you use a ROYAL washing machine, manufactured by the Easy Washing Machine Company. Just put the clothes in and let your ROYAL do the rest. Easy, isn't it?

The new ROYAL makes quick work of even the dirtiest clothes. With holidays over and fall cleaning just ahead, now is the time to see about purchasing one of these amazing washers.

It is equipped with the latest features! The large porcelain-enamel all-steel tub is easy to clean and the new improved gyrator design makes for faster, safer washing action. The super-safety wringer with instant pressure release is adjustable for all fabrics.

So, if you want your wash to be the envy of the neighborhood, now is the time to call into your nearest Hydro showroom to see the new ROYAL, made by Easy. Our salesmen will be happy to explain the many wonderful features to you. For your convenience showrooms are located at . . .

PORTAGE LA PRAIRIE

WINNIPEG

RETURNING TO THE AIR

Your Hydro is pleased to announce that plans have been completed to present again this year for your listening enjoyment, "The M-G-M Theatre of the Air". The programme was so well received last season that it was decided to present a new series of plays on the three radio stations used last year.

The hour-long radio adaptations of successful screen productions will be presented on CKY, Winnipeg, on Wednesdays at 7:30 p.m.; CKX, Brandon, on Sundays at 9 p.m., and CKDM, Dauphin, on Thursdays at 8 p.m.

The new series will begin the first week in October. In the October TOWN AND FARM, a list of productions scheduled for that month will appear. Won't you join us when we once again present "The M-G-M Theatre of the Air"?

SURE SATISFACTION . . .

Every appliance sold by Your Hydro is guaranteed. Situated at Brandon, Portage la Prairie and Winnipeg are repair depots fully equipped to make any necessary repairs to Hydro appliances. Small appliances should be sent to the nearest repair centre, with a note enclosed stating your name and the nature of the trouble. The appliance will be repaired and returned to you as soon as possible.

For your convenience, a faulty major appliance (range, refrigerator or washing machine), purchased from Your Hydro can usually be repaired right at home. To have a repairman call, notify the nearest office giving full particulars about the appliance—name of manufacturer, year purchased, serial number and what trouble you are having. A friendly Hydro serviceman will call on you to remedy the situation. For lasting satisfaction, buy from Your Hydro!



PIONEER ROYALTY . . .

In the hustle and bustle of our modern age, we are apt to forget the pioneers who blazed the trail for our progress. When we pause and look back at the foresight and courage with which they combatted the prairie wilderness, we are humbled and inspired. We deem it a privilege to pay tribute this month to the following men and women who pioneered in Manitoba:

CENTENARIAN . . .

W. Kirkland, Hartney, 100 years of age, Sept. 19.

OVER NINETY . . .

G. Garnier, Portage la Prairie, 97 years of age, Sept. 22.
J. Matheson, Binscarth, 93 years of age, Sept. 30.
A. Jackson, Oak Lake, 92 years of age, Sept. 6.
S. Paulson, Myrtle, 92 years of age, Sept. 20.
W. J. Bolton, Neepawa, 92 years of age, Sept. 26.
Mrs. W. Thomson, Neepawa, 92 years of age, Sept. 27.
Mrs. W. T. Grogan, Treherne, 91 years of age, Sept. 2.
A. Rose, Souris, 91 years of age, Sept. 6.

OVER EIGHTY . . .

W. Shields, Darlingford, 89 years of age, Sept. 6.
D. Vassart, Napinka, 89 years of age, Sept. 19.
Mrs. M. Penner, Winkler, 88 years of age, Sept. 2.
A. Dowd, Glenboro, 87 years of age, Sept. 19.
J. N. Hipwell, Stonewall, 86 years of age, Sept. 13.
Mrs. F. Northey, Glenboro, 86 years of age, Sept. 16.
W. McLean, Belmont, 86 years of age, Sept. 19.
P. A. MacKenzie, Balmoral, 86 years of age, Sept. 23.
J. F. Giesbrecht, Altona, 85 years of age, Sept. 15.
D. Lawson, Miami, 85 years of age, Sept. 3.
T. Ferguson, Pipestone, 85 years of age, Sept. 17.
Mrs. M. E. Cunningham, Riding Mountain, 85 years of age, Sept. 22.
P. Hibert, Niverville, 85 years of age, Sept. 27.
Mrs. A. Christie, Cypress River, 84 years of age, Sept. 13.
Mrs. H. Miller, Pierson, 84 years of age, Sept. 22.
J. Hyndman, Candall, 84 years of age, Sept. 28.
Mrs. L. Sainsbury, Manitou, 83 years of age, Sept. 9.
J. McRuer, Boissevain, 83 years of age, Sept. 10.
A. Urry, Arborg, 83 years of age, Sept. 19.
W. H. McCaw, Strathclair, 83 years of age, Sept. 20.
J. Schroeder, Chortitz, 82 years of age, Sept. 8.
Mrs. R. Reid, Brandon, 82 years of age, Sept. 9.
J. Sproule, Giroux, 82 years of age, Sept. 10.
Mrs. E. E. Blakeman, Virden, 82 years of age, Sept. 14.
W. Plunkett, Boissevain, 81 years of age, Sept. 19.
P. Gallant, Oak Lake, 80 years of age, Sept. 6.
Mrs. E. Stefanson, Arborg, 80 years of age, Sept. 23.

WEDDING ANNIVERSARIES . . .

Mr. & Mrs. F. Howell, Boissevain, 62 years, Sept. 6.
Mr. & Mrs. W. Matthewson, Woodnorth, 59 years, Sept. 1.

Mr. & Mrs. H. Howard, Crystal City, 57 years, Sept. 4.
Mr. & Mrs. J. Grose, Gladstone, 56 years, Sept. 18.
Mr. & Mrs. J. Braun, Niverville, 56 years, Sept. 22.
Mr. & Mrs. J. R. Kennedy, Oak Lake, 55 years, Sept. 9.
Mr. & Mrs. T. C. Robertson, Kelwood, 53 years, Sept. 27.
Mr. & Mrs. T. A. Fox, Balmoral, 52 years, Sept. 10.
Mr. & Mrs. A. J. McLeod, Alexander, 52 years, Sept. 19.
Mr. & Mrs. W. H. Simington, Brandon, 52 years, Sept. 26.
Mr. & Mrs. R. H. Dowd, Cypress River, 50 years, Sept. 11.
Mr. & Mrs. D. McPherson, Neepawa, 49 years, Sept. 9.
Mr. & Mrs. L. Brennon, Birtle, 48 years, Sept. 5.
Mr. & Mrs. E. F. Russell, Alexander, 47 years, Sept. 2.
Mr. & Mrs. A. McRobbie, Carman, 41 years, Sept. 8.
Mr. & Mrs. D. C. McDougall, Virden, 43 years, Sept. 14.
Mr. & Mrs. E. C. Husband, Wawanesa, 43 years, Sept. 25.

CURRENT COMEDY . . .

A young Canadian couple struck up a friendship with an Australian lady. On the arrival of her fourth child, they sent her a playpen as a gift.

The thank-you note left them somewhat astonished: "Thank you so much for the pen. It is a perfect good-send. I sit in it every afternoon and read and the children can't get near me."

FALL AND WINTER OFFICE HOURS . . .

Effective September 13, offices and showrooms of the Manitoba Power Commission in Winnipeg will remain open on Saturdays from 8:15 a.m. to 12:15 p.m. Weekly hours will be from 8:15 a.m. to 4:30 p.m. daily. Please note that this applies only to the Winnipeg office, which has been closed all day Saturday during July and August.

Your Hydro's offices in Brandon and Portage la Prairie will remain open from 8:30 a.m. to 4:30 p.m., Monday through Friday, and from 8:30 a.m. to 1:00 p.m. on Saturday.

AT YOUR SERVICE

For information regarding Power Commission services, write or telephone Your Hydro's offices.

Brandon, 235 Tenth St., Phone 5321.
Portage la Prairie, Saskatchewan Ave., Phone 600.

8:30 a.m. to 4:30 p.m., Monday through Friday; 8:30 a.m. to 1:00 p.m., Saturday (Standard Time).

Winnipeg, Canada Bldg., Donald St. at Ellice Ave. Phone 93-3551
(One Block North of Eaton's)

8:15 a.m. to 4:30 p.m., Monday through Friday; 8:15 a.m. to 12:15 p.m., Saturday (Daylight Saving Time).

Shh! We're Eavesdropping at an Afternoon Tea...

Mrs. Norm. Jones from across the lane is talking.

"It is fine to have the children back at school, but I do dislike packing lunches!"

A chorus of voices joined her.

Mrs. Blake, a quiet little woman, broke in: "I feel the same way, but when I think how important the lunch is, I try to make it good. I read somewhere that children's school grades and health suffer if they don't get an adequate lunch."

"But what's adequate?" two or three asked at once.

Mrs. Blake, who had looked into the subject before school started, spoke again.

"Health officials say that a child should either have milk to drink, or a milk pudding. The lunch should include either whole wheat or Canada Approved bread, bran muffins or oat-meal products. There should be some source of protein, too, such as meat, fish, poultry, eggs, cheese, peanut butter or nuts. And, lastly, a fruit or vegetable, raw or cooked."

"It sounds like a lot of trouble", said another voice.

"Not really", said Mrs. Blake. "For instance, today Joanie has an egg sandwich with lettuce on whole wheat bread, a fruit salad and a thermos bottle of milk. That simple lunch meets all the requirements."



Mrs. Jones squirmed as she thought of her boy's white bread and raspberry jam sandwiches, so she changed the subject. "How in the world do you pack a fruit salad?"

"I save small jars with tight-fitting lids, and put the food in that. I often give Joanie fruit or vegetable salads, or tuck in some fresh lettuce."

"Goodness, Bobby complains about his sandwiches being crushed! Lettuce would be in shreds!" objected Mrs. Jones.

"Not if you use a metal lunch box", another woman contributed. "I can pack fresh vegetables or fruit in mine. I scald the box every day, and keep it well ventilated".

Another mother laughed. "For fun, try tucking in 'surprise' packages of raisins, currants, nuts, dried apricots, dates or a mixture of them. My children love them!"



"I've had this on my mind for some time", volunteered Mrs. MacKay. "Don't you think we could organize a school lunch program in this district? I'm sure all the children would benefit from having a hot dish in the middle of the day, especially during the winter. I think Miss Roberts, the teacher, would be glad to co-operate".

"The Department of Health and Public Welfare has booklets for women like us about packing healthful lunches and organizing lunch programs", said Mrs. Blake. "They're free, too. All we have to do is write to the Bureau of Health and Public Welfare, 320 Sherbrook St., Winnipeg". She dug into her purse. "Here is a list of them". She read:

For mothers . . .

1. The School Lunch Box—a wealth of ideas for different sandwich and lunch combinations.
2. Mother, the School Lunch—Canada's Food Rules and lunch suggestions in brief.
3. Canada's Food Rules—a basis for all meal planning.

For teachers or lunch committees . . .

1. Better School Lunches—types of school lunch programs and how to organize them.
2. When it's Lunch Time—quantity recipes for one hot dish at school.
3. School Lunch Scorecard—a check-list for the child's lunch.

"I think it's a wonderful idea", said Mrs. Jones. "I'm going to write for the booklets for mothers to see if I can improve Bobby's lunch. And I'm backing the lunch project one hundred per cent!"

Taking out a pencil and paper, the hostess began writing a request for the booklets they required. And so, at this memorable afternoon tea, a "better lunch" project was born.

* * *

MRS. C. LAMB, of ALEXANDER, prompted this dissertation on school lunches. All names of persons used are fictitious, but the ideas are sound and the booklets ARE available from the above address. How about writing for them and taking stock of your own family's lunch-boxes?

Until next month,

Calizal M.